

Managing the Customer

Course ref: MK5

Course aims:

- To introduce delegates to the principles customer relationships
- To recognise the total value of customer
- To increase the loyalty and spend of customers
- To help delegates use technology to help

Benefits of attending:

- High quality training by experienced marketing professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

Outline of programme:

If this is really the “One-to-One future”, with increased competition, smarter consumers and high costs of acquiring new customers, businesses need to understand their customers better, to meet their perceived needs.

This workshop will help delegates understand:

- How to assess the lifetime value of customers
- Ways to develop and maintain long term customer relationships
- Why you need to be able to customise your products/services
- Which products to cross-sell to existing customers
- Easy ways to maintain effective customer communications
- How to price for risk
- The importance of seamless knowledge transfer
- How to recognise your most profitable customers
- Methods of control and measuring results
- How to use technology to help you succeed

Duration: This course normally operates as a 1-day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Marketing, Putting the Profit into PR, Market Research, Dynamic Direct Mail, and Analysing the Effectiveness of Marketing Tools.